

at the given content server, applying the given content control requirement specified in the metadata prior to serving the given piece of content.

18. (New) The method as described in Claim 17 wherein the content provider domain or subdomain is associated with the domain managed by the content delivery network service provider through a DNS canonical name.

19. (New) The method as described in Claim 17 wherein the metadata is communicated to the set of content servers in a header.

20. (New) The method as described in Claim 17 wherein the metadata is communicated to the set of content servers in a configuration file.

21. (New) The method as described in Claim 20 wherein the configuration file is provisioned via an extranet application.

22. (New) The method as described in Claim 17 wherein the given content control requirement enforces a given authentication method.

22. (New) The method as described in Claim 17 wherein the given content control requirement enforces a given access control method.

23. (New) The method as described in Claim 17 wherein the metadata is a request metadata component.

24. (New) The method as described in Claim 17 wherein the metadata is a response metadata component.

25. (New) A method of content delivery operative in a content delivery network on behalf of participating content providers, the content delivery network comprising a set of content servers, and wherein participating content providers identify given content to be delivered over the content delivery network, comprising:

having a participating content provider alias a content provider domain to a domain managed by a content delivery network service provider, wherein the content provider domain is part of a URL identifying a given piece of content published by the participating content provider;

for the given piece of content, specifying, as metadata, a given content control requirement;

resolving a client query to the content provider domain to an IP address of a given content server in the set of content servers using the domain managed by the content delivery network service provider; and

at the given content server, applying the given content control requirement specified in the metadata prior to serving the given piece of content.

26. The method as described in Claim 25 further including the step of communicating the metadata to the set of content servers.

27. The method as described in Claim 26 wherein the metadata is communicated to the set of content servers via a configuration file.

28. The method as described in Claim 25 wherein the given content control requirement invokes a security mechanism.

29. The method as described in Claim 25 wherein the given piece of content is a markup language page.

30. The method as described in Claim 25 wherein the given piece of content is an embedded object of a markup language page.